

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented
2 method for facilitating the comparison of different ad
3 landing pages associated with an advertiser, the
4 computer-implemented method comprising:
5 a) for an ad to be served, automatically selecting,
6 using a computer system including at least one
7 processor and at least one storage device, one of a
8 plurality of candidate ad landing pages associated
9 with the advertiser;
10 b) automatically assembling, using the computer
11 system, the ad to include a link to the selected ad
12 landing page;
13 c) serving, using the computer system, the
14 assembled ad; and
15 d) tracking, using the computer system, a
16 performance of the ad in combination with the
17 automatically selected ad landing page, such that,
18 for the ad, a performance for each of the plurality
19 of candidate landing pages, linked from the ad when
20 serving the ad, is separately tracked,
21 wherein the performance of the ad in combination
22 with the automatically selected ad landing page tracked
23 is at least one of conversion per impression
24 performance, conversion per selection performance, sales
25 per ad selection, sales per ad impression, earnings per
26 ad selection, and earnings per ad impression.

1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of automatically

3 selecting one of a plurality of candidate ad landing
4 pages is performed in a round-robin manner.

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of automatically
3 selecting one of a plurality of candidate ad landing
4 pages is performed using a random selection function.

Claim 4 (canceled)

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1 further comprising:
3 e) determining, using the computer system, whether
4 or not to automatically designate one of the
5 plurality of candidate ad landing pages using a
6 comparison of their respective performance and an
7 auto-designation policy; and
8 f) automatically designating, using the computer
9 system, the one of the plurality of candidate ad
10 landing pages if it was determined to designate it.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 5 wherein the performance of the ad in
3 combination with the automatically selected ad landing
4 page tracked is at least one of conversion per impression
5 performance, conversion per selection performance, sales
6 per ad selection, sales per ad impression, earnings per
7 ad selection, and earnings per ad impression.

1 Claim 7 (currently amended): The computer-implemented
2 method of claim 1 further comprising:

3 e) accepting, using the computer system, a request
4 for performance information of the ad; and
5 f) providing, using the computer system, the
6 performance information of the ad for each of the
7 plurality of candidate ad landing pages with which
8 the ad was served to the requester.

1 Claim 8 (currently amended): The computer-implemented
2 method of claim 7 wherein the performance information of
3 the ad provided for each of the plurality of candidate ad
4 landing pages with which the ad was served, is at least
5 one of conversion per impression performance, conversion
6 per selection performance, sales per ad selection, sales
7 per ad impression, earnings per ad selection, and
8 earnings per ad impression.

1 Claim 9 (currently amended): The computer-implemented
2 method of claim 7 further comprising:
3 g) accepting, using the computer system, a manual
4 ad landing page designation instruction; and
5 h) designating, using the computer system, one of
6 the plurality of candidate ad landing pages using
7 the manual ad landing page designation instruction.

1 Claim 10 (currently amended): The computer-implemented
2 method of claim 9 wherein the performance of the ad in
3 combination with the automatically selected ad landing
4 page tracked is at least one of conversion per impression
5 performance, conversion per selection performance, sales
6 per ad selection, sales per ad impression, earnings per
7 ad selection, and earnings per ad impression.

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 1 further comprising:
3 e) normalizing, using the computer system, the
4 performance of the ad in combination with the
5 automatically selected ad landing page to remove ad
6 landing page independent factors that may influence
7 the ad performance.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 1 wherein the plurality of candidate ad
3 landing pages are different in at least one of the
4 following (A) different information, (B) different
5 products offered for sale, (C) different services offered
6 for sale, (D) different product prices, (E) different
7 service prices, (F) different formatting, and (G)
8 different shipping charges.

1 Claim 13 (currently amended): A computer-implemented
2 method for facilitating the comparison of different {ad
3 landing page, ad creative} combinations associated with
4 an advertiser, the computer-implemented method
5 comprising:
6 a) for an ad to be served, automatically selecting,
7 using a computer system including at least one
8 processor and at least one storage device, one of a
9 plurality of candidate {ad landing page, ad
10 creative} combinations, at least some of the
11 combinations including different ad landing pages
12 associated with the advertiser;
13 b) automatically assembling, using the computer
14 system, the ad to include the selected ad creative

15 and the selected ad landing page of the selected {ad
16 landing page, ad creative} combination;
17 c) serving, using the computer system, the
18 assembled ad; and
19 d) tracking, using the computer system, a
20 performance of the ad in combination with the
21 automatically selected {ad landing page, ad
22 creative} combinations, such that, for the ad, a
23 performance for each of the plurality of {ad landing
24 page, ad creative} combinations, used when serving
25 the ad, is separately tracked,
26 wherein the performance of the ad in combination
27 with the automatically selected {ad landing page, ad
28 creative} combinations tracked is at least one of
29 conversion performance, sales per ad selection, sales per
30 ad impression, earnings per ad selection, and earnings
31 per ad impression.

Claim 14 (canceled)

1 Claim 15 (currently amended): The computer-implemented
2 method of claim 13 wherein the plurality of candidate ad
3 landing pages are different in at least one of the
4 following (A) different information, (B) different
5 products offered for sale, (C) different services offered
6 for sale, (D) different product prices, (E) different
7 service prices, (F) different formatting, and (G)
8 different shipping charges.

1 Claim 16 (currently amended): A computer-implemented
2 method for comparing facilitating the comparison of
3 different {ad landing page, ad serving criteria}

4 combinations associated with an advertiser, the
5 computer-implemented method comprising:
6 a) for an ad to be served, automatically selecting,
7 using a computer system including at least one
8 processor and at least one storage device, one of a
9 plurality of candidate {ad landing page, ad serving
10 criteria} combinations, at least some of the
11 combinations including different ad landing pages
12 associated with the advertiser;
13 b) automatically assembling, using the computer
14 system, the ad to include the selected ad landing
15 page of the selected {ad landing page, ad serving
16 criteria} combination;
17 c) serving, using the computer system, the
18 assembled ad; and
19 d) tracking, using the computer system, a
20 performance of the ad in combination with the
21 automatically selected {ad landing page, ad serving
22 criteria} combination, such that, for the ad, a
23 performance for each of the plurality of {ad landing
24 page, ad serving criteria} combinations, used when
25 serving the ad, is separately tracked,
26 wherein the performance of the ad in combination
27 with the automatically selected {ad landing page, ad
28 serving criteria} combination tracked is at least one of
29 conversion performance, sales per ad selection, sales
30 per ad impression, earnings per ad selection, and
31 earnings per ad impression.

Claim 17 (canceled)

1 Claim 18 (currently amended): The computer-implemented
2 method of claim 16 wherein the plurality of candidate ad
3 landing pages are different in at least one of the
4 following (A) different information, (B) different
5 products offered for sale, (C) different services offered
6 for sale, (D) different product prices, (E) different
7 service prices, (F) different formatting, and (G)
8 different shipping charges.

1 Claim 19 (currently amended): A computer-implemented
2 method for facilitating the comparison of different types
3 of ad landing pages associated with an advertiser, the
4 computer-implemented method comprising:

5 a) for an ad to be served, automatically selecting,
6 using a computer system including at least one
7 processor and at least one storage device, one of a
8 plurality of candidate ad landing pages associated
9 with the advertiser, wherein each of the plurality
10 of candidate ad landing pages has a different type;
11 b) automatically assembling, using the computer
12 system, the ad to include the selected ad landing
13 page;
14 c) serving, using the computer system, the
15 assembled ad; and
16 d) tracking, using the computer system, a
17 performance of a set of ads in combination with the
18 type of automatically selected ad landing page, such
19 that, for the ad, a performance for each of the
20 plurality of types of landing page, used when
21 serving the ad, is separately tracked,
22 wherein the performance of the set of ads in
23 combination with the type of automatically selected ad

24 landing page tracked is at least one of conversion per
25 impression performance, conversion per selection
26 performance, sales per ad selection, sales per ad
27 impression, earnings per ad selection, and earnings per
28 ad impression.

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 19 wherein the different types of ad
3 landing pages have different formatting styles.

Claims 21-27 (canceled)

1 Claim 28 (previously presented): Apparatus for
2 facilitating the comparison of different ad landing pages
3 associated with an advertiser, the apparatus comprising:
4 at least one processor;
5 at least one input/output interface unit; and
6 at least one storage device, the storage device
7 storing program instructions which, when executed by the
8 at least one processor, perform a method including:
9 a) automatically selecting one of a plurality of
10 candidate ad landing pages associated with the
11 advertiser for an ad to be served;
12 b) automatically assembling the ad to include a
13 link to the selected ad landing page;
14 c) serving the assembled ad; and
15 d) tracking a performance of the ad in combination
16 with the automatically selected ad landing page,
17 such that, for the ad, a performance for each of the
18 plurality of candidate landing pages, linked from
19 the ad when serving the ad, is separately tracked,

20 wherein the performance of the ad in combination
21 with the automatically selected ad landing page tracked
22 is at least one of conversion per impression performance,
23 conversion per selection performance, sales per ad
24 selection, sales per ad impression, earnings per ad
25 selection, and earnings per ad impression.

1 Claim 29 (previously presented): The apparatus of claim
2 28 wherein the act of automatically selecting one of a
3 plurality of candidate ad landing pages performs the
4 selection in a round-robin manner.

1 Claim 30 (previously presented): The apparatus of claim
2 28 wherein the act of automatically selecting one of a
3 plurality of candidate ad landing pages performs the
4 selection using a random selection function.

1 Claim 31 (previously presented): The apparatus of claim
2 28 wherein the performance of the ad in combination with
3 the automatically selected ad landing page tracked is at
4 least one of conversion per impression performance,
5 conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad
7 selection, and earnings per ad impression.

1 Claim 32 (previously presented): The apparatus of claim
2 28, wherein the program instructions, which, when
3 executed by the at least one processor, perform the
4 method further including:

5 e) determining whether or not to automatically
6 designate one of the plurality of candidate ad

7 landing pages using a comparison of their respective
8 performance and an auto-designation policy; and
9 f) automatically designating the one of the
10 plurality of candidate ad landing pages if it was
11 determined to designate it.

1 Claim 33 (previously presented): The apparatus of claim
2 32 wherein the performance of the ad in combination with
3 the automatically selected ad landing page tracked is at
4 least one of conversion per impression performance,
5 conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad
7 selection, and earnings per ad impression.

1 Claim 34 (previously presented): The apparatus of claim
2 28, wherein the program instructions, which, when
3 executed by the at least one processor, perform the
4 method further including:

5 e) accepting a request for performance information
6 of the ad; and
7 f) providing the performance information of the ad
8 for each of the plurality of candidate ad landing
9 pages with which the ad was served to the requester.

1 Claim 35 (previously presented): The apparatus of claim
2 34 wherein the performance information of the ad provided
3 for each of the plurality of candidate ad landing pages
4 with which the ad was served, is at least one of
5 conversion per impression performance, conversion per
6 selection performance, sales per ad selection, sales per
7 ad impression, earnings per ad selection, and earnings
8 per ad impression.

1 Claim 36 (previously presented): The apparatus of claim
2 34, wherein the program instructions, which, when
3 executed by the at least one processor, perform the
4 method further including:

5 g) accepting a manual ad landing page designation
6 instruction; and

7 h) previously presented designating one of the
8 plurality of candidate ad landing pages using the
9 manual ad landing page designation instruction.

1 Claim 37 (previously presented): The apparatus of claim
2 36 wherein the performance of the ad in combination with
3 the automatically selected ad landing page tracked is at
4 least one of conversion per impression performance,
5 conversion per selection performance, sales per ad
6 selection, sales per ad impression, earnings per ad
7 selection, and earnings per ad impression.

1 Claim 38 (previously presented): The apparatus of claim
2 28, wherein the program instructions, which, when
3 executed by the at least one processor, perform the
4 method further including:

5 e) normalizing the performance of the ad in
6 combination with the automatically selected ad
7 landing page to remove ad landing page independent
8 factors that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein
2 the plurality of candidate ad landing pages are different
3 in at least one of the following (A) different
4 information, (B) different products offered for sale, (C)
5 different services offered for sale, (D) different

6 product prices, (E) different service prices, (F)
7 different formatting, and (G) different shipping charges.

1 Claim 40 (previously presented): Apparatus for
2 facilitating the comparison of different {ad landing
3 page, ad creative} combinations associated with an
4 advertiser, the apparatus comprising:
5 at least one processor;
6 at least one input/output interface unit; and
7 at least one storage device, the storage device
8 storing program instructions which, when executed by the
9 at least one processor, perform a method including:
10 a) automatically selecting one of a plurality of
11 candidate {ad landing page, ad creative}
12 combinations for an ad to be served, at least some
13 of the combinations including different ad landing
14 pages associated with the advertiser;
15 b) automatically assembling the ad to include the
16 selected ad creative and the selected ad landing
17 page of the selected {ad landing page, ad creative}
18 combination;
19 c) serving the assembled ad; and
20 d) tracking a performance of the ad in combination
21 with the automatically selected {ad landing page, ad
22 creative} combinations, such that, for the ad, a
23 performance for each of the plurality of {ad landing
24 page, ad creative} combinations, used when serving
25 the ad, is separately tracked,
26 wherein the performance of the ad in combination
27 with the automatically selected {ad landing page, ad
28 creative} combinations tracked is at least one of
29 conversion performance, sales per ad selection, sales per

30 ad impression, earnings per ad selection, and earnings
31 per ad impression.

Claim 41 (canceled)

1 Claim 42 (original): The apparatus of claim 40 wherein
2 the plurality of candidate ad landing pages are different
3 in at least one of the following (A) different
4 information, (B) different products offered for sale, (C)
5 different services offered for sale, (D) different
6 product prices, (E) different service prices, (F)
7 different formatting, and (G) different shipping charges.

1 Claim 43 (previously presented): Apparatus for
2 facilitating the comparison of different {ad landing
3 page, ad serving criteria} combinations associated with
4 an advertiser, the apparatus comprising:
5 at least one processor;
6 at least one input/output interface unit; and
7 at least one storage device, the storage device
8 storing program instructions which, when executed by the
9 at least one processor, perform a method including:
10 a) automatically selecting one of a plurality of
11 candidate {ad landing page, ad serving criteria}
12 combinations for an ad to be served, at least some
13 of the combinations including different ad landing
14 pages associated with the advertiser;
15 b) automatically assembling the ad to include the
16 selected ad landing page of the selected {ad landing
17 page, ad serving criteria} combination;
18 c) serving the assembled ad; and

19 d) tracking a performance of the ad in combination
20 with the automatically selected {ad landing page, ad
21 serving criteria} combination, such that, for the
22 ad, a performance for each of the plurality of {ad
23 landing page, ad serving criteria} combinations,
24 used when serving the ad, is separately tracked,
25 wherein the performance of the ad in combination
26 with the automatically selected {ad landing page, ad
27 serving criteria} combinations tracked is at least one of
28 conversion performance, sales per ad selection, sales per
29 ad impression, earnings per ad selection, and earnings
30 per ad impression.

Claim 44 (canceled)

1 Claim 45 (original): The apparatus of claim 43 wherein
2 the plurality of candidate ad landing pages are different
3 in at least one of the following (A) different
4 information, (B) different products offered for sale, (C)
5 different services offered for sale, (D) different
6 product prices, (E) different service prices, (F)
7 different formatting, and (G) different shipping charges.

1 Claim 46 (previously presented): Apparatus for
2 facilitating the comparison of different types of ad
3 landing pages associated with an advertiser, the
4 apparatus comprising:
5 at least one processor;
6 at least one input/output interface unit; and
7 at least one storage device, the storage device
8 storing program instructions which, when executed by the
9 at least one processor, perform a method including:

10 a) automatically selecting one of a plurality of
11 candidate ad landing pages associated with the
12 advertiser, wherein each of the plurality of
13 candidate ad landing pages has a different type, for
14 an ad to be served;
15 b) automatically assembling the ad to include the
16 selected ad landing page;
17 c) serving the assembled ad; and
18 d) tracking a performance of a set of ads in
19 combination with the type of the automatically
20 selected ad landing page, such that, for the ad, a
21 performance for each of the plurality of types of
22 landing pages, used when serving the ad, is
23 separately tracked,
24 wherein the performance of the set of ads in
25 combination with the type of the automatically selected
26 ad landing page tracked is at least one of conversion
27 performance, sales per ad selection, sales per ad
28 impression, earnings per ad selection, and earnings per
29 ad impression.

1 Claim 47 (original): The apparatus of claim 46 wherein
2 the different types of ad landing pages have different
3 formatting styles.

Claims 48-54 (canceled)

1 Claim 55 (currently amended): A computer-implemented
2 method for facilitating the comparison of at least two
3 different ad landing pages associated with an advertiser,
4 the computer-implemented method comprising:
5 a) for an ad to be served at a first time

6 i) automatically selecting, using a computer
7 system including at least one processor and at
8 least one storage device, a first ad landing
9 page from a plurality of candidate ad landing
10 pages associated with the advertiser, and
11 ii) serving an instance of the ad with a link
12 to the first ad landing page;
13 b) for the ad to be served a second time
14 i) automatically selecting, using the
15 computer system, a second ad landing page,
16 different from the previously selected first ad
17 landing page, from the plurality of candidate
18 ad landing pages associated with the
19 advertiser, and
20 ii) serving, using the computer system, an
21 instance of the ad with a link to the second ad
22 landing page;
23 c) tracking, using the computer system, the
24 performance of instances of the ad having a link to
25 the first ad landing page; and
26 d) tracking, using the computer system, the
27 performance of instances of the ad having a link to
28 the second ad landing page,
29 wherein the performance of the ad in combination
30 with the automatically selected first and second ad
31 landing pages tracked is at least one of conversion per
32 impression performance, conversion per selection
33 performance, sales per ad selection, sales per ad
34 impression, earnings per ad selection, and earnings per
35 ad impression.

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1 Claim 56 (previously presented): Apparatus for
2 facilitating the comparison of at least two different ad
3 landing pages associated with an advertiser, the
4 apparatus comprising:

5 at least one processor;
6 at least one input/output interface unit; and
7 at least one storage device, the storage device
8 storing program instructions which, when executed by the
9 at least one processor, perform a method including:

10 a) automatically selecting

- 11 i) for an ad to be served at a first time, a
12 first ad landing page from a plurality of
13 candidate ad landing pages associated with the
14 advertiser, and
15 ii) for the ad to be served a second time, a
16 second ad landing page, different from the
17 previously selected first ad landing page, from
18 the plurality of candidate ad landing pages
19 associated with the advertiser;

20 b) serving

- 21 i) an instance of the ad with a link to the
22 first ad landing page, and
23 ii) an instance of the ad with a link to the
24 second ad landing page; and

25 c) separately tracking the performance of

- 26 i) instances of the ad having a link to the
27 first ad landing page, and
28 ii) instances of the ad having a link to the
29 second ad landing page,

30 wherein the performance of the ad in
31 combination with the automatically selected first and

32 second ad landing pages tracked is at least one of
33 conversion per impression performance, conversion per
34 selection performance, sales per ad selection, sales per
35 ad impression, earnings per ad selection, and earnings
36 per ad impression.